

Rep Order# 6861266	Ver# 3	Status Revised	Traffic Order# 213013	Printed: 10/08/2012 11:44 AM	1 of 2
EC'd Yes				Last Received: 10/08/2012 11:24 AM	
				Showing Buylines: All Rep Revised Lines	

Station KRQE-TV ALBUQUERQUE, NM.	Agency () STEVENS REED CURCIO & POTHOLM	Rep Firm
Advertiser () REFORM NM NOW	201 NORTH UNION STREET, SUITE 200	Sales Office () PHILADELPHIA
Product TEN DAYS REF NM NOW	ALEXANDRIA, VA 22314	Salesperson () AMY MCCREARY
Estimate# 312	Agency C/P1/P2/E 51/103/312	
Buyer Betsy Vonderheid	Flight Dates 10/19/2012 - 10/28/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

Handwritten: JWG 10/18/12

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV TO ADD TO SKED
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*27		WHEEL	10/19-10/25	\$1,700.00	2:30	3	1	F,M-TH	630P-7P	\$5,100.00	3	
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
*28		LETTERMAN	10/19-10/25	\$275.00	3:30	5	1	F,M-TH	1035P-1135P	\$1,375.00	5	
		Sales Remark: V3 ADD TO SKED										
		V3 Added										
*29		WHEEL	10/26-10/26	\$1,700.00	2:30	1	1	F	630P-7P	\$1,700.00	1	
		Sales Remark: V3 ADD										
		V3 Added										
*30		LETTERMAN	10/26-10/26	\$275.00	3:30	1	1	F	1035P-1135P	\$275.00	1	
		Sales Remark: V3 ADD										
		V3 Added										
*31		JEP	10/19-10/25	\$1,400.00	2:30	3	1	F,M-TH	6P-630P	\$4,200.00	3	
		Sales Remark: V3 ADD TO SKED										
		V3 Added										

Handwritten: 3426

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () REFORM NM NOW
 Product TEN DAYS REF NM NOW
 Estimate# 312
 Buyer Betsy Vonderheid
 Phone#
 Fax#

Agency () STEVENS REED CURCIO & POTHOLM
 201 NORTH UNION STREET, SUITE 200
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 51/103/312
 Flight Dates 10/19/2012 - 10/28/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*32		JEP	10/26-10/26	\$1,400.00	:30	1	1	F	6P-630P	\$1,400.00	1	
Sales Remark: V3 ADD TO SKED												
V3 Added												

---REPORT TOTALS---

Report Totals: 14 / \$14,050.00

---SALES MONTHLY TOTALS---

Oct 12: 94 / \$59,650.00 Nov 12: 0 / \$0.00
 Sales Totals: 94 / \$59,650.00
 Station Totals: 94 / \$59,650.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$142,024
 CABL 0% KASA 0% KBIM 0% KOAT 27%
 KOB 31% KRQE 42% KASY 0% KWBQ 0%

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

Spot Manager: All, 10/19/12-10/28/12



Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Len	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/19/12

Station: KRQE

06861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:52:05 AM		\$200.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:24:07 AM		\$150.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:53:15 AM		\$150.00
06861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:18:10 AM		\$200.00
06861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		10:28:26 AM		\$250.00
06861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		10:59:00 AM		\$600.00
06861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:12:43 PM		\$275.00
06861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:43:05 PM		\$175.00
06861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:07:15 PM		\$550.00
06861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:58:26 PM		\$550.00
06861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:58:13 PM		\$1,000.00
06861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:20:14 PM		\$1,400.00
06861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:15:55 PM		\$2,000.00
06861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		10:59:00 PM		\$275.00

\$7,775.00

\$7,775.00

Date: 10/20/12

Station: KRQE

06861266	POL/Reform N	213013	LN Sa	10p-1035p	:30	P3	[ALL]	TEN DAYS 312		10:25:23 PM		\$700.00
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\$700.00

\$700.00

Date: 10/21/12

Station: KRQE

06861266	POL/Reform N	213013	CBS Sunday Mc	8a-930a	:30	P2	[ALL]	TEN DAYS 312		8:36:00 AM		\$800.00
06861266	POL/Reform N	213013	LN Su	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:07:55 PM		\$1,600.00

\$2,400.00

\$2,400.00

Date: 10/22/12

Station: KRQE

06861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:18:50 AM		\$200.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		7:30:08 AM		\$150.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:24:37 AM		\$150.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:46:01 AM		\$150.00
06861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:17:40 AM		\$200.00
06861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		9:59:30 AM		\$250.00
06861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		11:29:36 AM		\$600.00
06861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:18:19 PM		\$275.00
06861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:33:32 PM		\$175.00
06861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:26:45 PM		\$550.00
06861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:47:55 PM		\$550.00
06861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:43:03 PM		\$1,000.00
06861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:28:44 PM		\$1,400.00
06861266	POL/Reform N	213013	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	TEN DAYS 312		6:46:48 PM		\$1,700.00
06861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:08:37 PM		\$2,000.00
06861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		10:46:00 PM		\$275.00

\$9,625.00

\$9,625.00

Date: 10/23/12

Station: KRQE

06861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:12:45 AM		\$200.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		7:23:21 AM		\$150.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:24:37 AM		\$150.00
06861266	POL/Reform N	213013	CBS This Mornir	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:53:15 AM		\$150.00
06861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:34:45 AM		\$200.00
06861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		9:59:30 AM		\$250.00
06861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		10:59:30 AM		\$600.00
06861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:27:41 PM		\$275.00
06861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:24:44 PM		\$175.00
06861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:18:50 PM		\$550.00

[Sorted by: Date]

Spot Manager: All, 10/19/12-10/28/12



Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/23/12

Station: KRQE

6861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:48:40 PM		\$550.00
6861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:50:34 PM		\$1,000.00
6861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:12:45 PM		\$1,400.00
6861266	POL/Reform N	213013	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	TEN DAYS 312		6:41:33 PM		\$1,700.00
6861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:17:10 PM		\$2,000.00
6861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		11:12:00 PM		\$275.00

\$9,625.00

\$9,625.00

Date: 10/24/12

Station: KRQE

6861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:38:30 AM		\$200.00
6861266	POL/Reform N	213013	CBS This Mornin	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		7:13:04 AM		\$150.00
6861266	POL/Reform N	213013	CBS This Mornin	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:54:00 AM		\$150.00
6861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:27:00 AM		\$200.00
6861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		10:29:11 AM		\$250.00
6861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		10:59:15 AM		\$600.00
6861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:20:49 PM		\$275.00
6861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:15:16 PM		\$175.00
6861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:07:30 PM		\$550.00
6861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:37:40 PM		\$550.00
6861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:36:12 PM		\$1,000.00
6861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:05:31 PM		\$1,400.00
6861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:07:22 PM		\$2,000.00
6861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		11:26:00 PM		\$275.00

\$7,775.00

\$7,775.00

Date: 10/25/12

Station: KRQE

6861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:37:45 AM		\$200.00
6861266	POL/Reform N	213013	CBS This Mornin	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:15:50 AM		\$150.00
6861266	POL/Reform N	213013	CBS This Mornin	CBS Early S	:30	P3	[ALL]	TEN DAYS 312		8:53:30 AM		\$150.00
6861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:50:20 AM		\$200.00
6861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		10:28:26 AM		\$250.00
6861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		11:29:41 AM		\$600.00
6861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:04:32 PM		\$275.00
6861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:34:47 PM		\$175.00
6861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:27:30 PM		\$550.00
6861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:48:25 PM		\$550.00
6861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:50:49 PM		\$1,000.00
6861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:28:44 PM		\$1,400.00
6861266	POL/Reform N	213013	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	TEN DAYS 312		6:47:48 PM		\$1,700.00
6861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:16:56 PM		\$2,000.00
6861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		10:59:00 PM		\$275.00

\$9,475.00

\$9,475.00

Date: 10/26/12

Station: KRQE

6861266	POL/Reform N	213013	M-F KRQE New	KRQE News	:30	P3	[ALL]	TEN DAYS 312		6:25:50 AM		\$200.00
6861266	POL/Reform N	213013	M-F 9a-10a	9a-10a	:30	P2	[ALL]	TEN DAYS 312		9:42:40 AM		\$200.00
6861266	POL/Reform N	213013	Let's Make a De	M-F 10a-11a	:30	P3	[ALL]	TEN DAYS 312		9:59:15 AM		\$250.00
6861266	POL/Reform N	213013	Price is Right	11a-12p	:30	P2	[ALL]	TEN DAYS 312		10:59:00 AM		\$600.00
6861266	POL/Reform N	213013	M-F KRQE New	12p-1230p	:30	P3	[ALL]	TEN DAYS 312		12:19:34 PM		\$275.00
6861266	POL/Reform N	213013	Dr. Phil	3p-4p	:30	P3	[ALL]	TEN DAYS 312		3:34:02 PM		\$175.00
6861266	POL/Reform N	213013	M-F KRQE New	4p-430p	:30	P2	[ALL]	TEN DAYS 312		4:27:45 PM		\$550.00
6861266	POL/Reform N	213013	M-F KRQE New	430p-5p	:30	P2	[ALL]	TEN DAYS 312		4:48:10 PM		\$550.00
6861266	POL/Reform N	213013	KRQE News 13	530p-6p	:30	P2	[ALL]	TEN DAYS 312		5:43:19 PM		\$1,000.00
6861266	POL/Reform N	213013	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	TEN DAYS 312		6:21:14 PM		\$1,400.00
6861266	POL/Reform N	213013	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	TEN DAYS 312		6:41:03 PM		\$1,700.00
6861266	POL/Reform N	213013	LN M-F	10p-1035p	:30	P2	[ALL]	TEN DAYS 312		10:08:07 PM		\$2,000.00
6861266	POL/Reform N	213013	David Letterman	1035p-1137p	:30	P3	[ALL]	TEN DAYS 312		10:47:00 PM		\$275.00

[Sorted by: Date]

Spot Manager: All, 10/19/12-10/28/12

Alt Order #

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/26/12

Station: KRQE

												\$9,175.00
												\$9,175.00

Date: 10/27/12

Station: KRQE

J6861266POL/Reform N	213013 LN Sa	10p-1035p	:30 P3	[ALL]	TEN DAYS 312		10:27:23 PM					\$700.00
												\$700.00
												\$700.00

Date: 10/28/12

Station: KRQE

J6861266POL/Reform N	213013 CBS Sunday Mc	8a-930a	:30 P2	[ALL]	TEN DAYS 312		8:16:15 AM					\$800.00
J6861266POL/Reform N	213013 LN Su	10p-1035p	:30 P2	[ALL]	TEN DAYS 312		10:16:35 PM					\$1,600.00
												\$2,400.00
												\$2,400.00
												\$9,650.00

[Sorted by: Date]

Rep Order# 6861266 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/05/2012 8:24 AM
Last Received: 10/04/2012 3:51 PM
Showing Buylines: All Lines

1 of 3

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product TEN DAYS REF NM NOW
Estimate# 312
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/103/312
Flight Dates 10/19/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MRN2	10/19-10/25	\$200.00 3	:30	5	1	F,M-TH	6A-7A	\$1,000.00	5	
2		CBS THS MRNG-2<	10/19-10/25	\$150.00 3	:30	10	1	F,M-TH	7A-9A	\$1,500.00	10	
3		SUNDAY MRN-CBS	10/21-10/28	\$800.00 2	:30	1	2	SU	8A-930A	\$1,600.00	2	
4		DOCTORS	10/19-10/25	\$200.00 2	:30	5	1	F,M-TH	9A-10A	\$1,000.00	5	
5		LETS-DEAL1-CBS/LETS-DEAL2-CBS	10/19-10/25	\$250.00 3	:30	5	1	F,M-TH	10A-11A	\$1,250.00	5	
6		PRICE-RT 1-CBS/PRICE-RT 2-CBS	10/19-10/25	\$600.00 2	:30	5	1	F,M-TH	11A-12P	\$3,000.00	5	
7		KRQE NW13-NOON	10/19-10/25	\$275.00 3	:30	5	1	F,M-TH	12P-1230P	\$1,375.00	5	
8		DR. PHIL	10/19-10/25	\$175.00 3	:30	5	1	F,M-TH	3P-4P	\$875.00	5	
9		KRQE NWS13-4P	10/19-10/25	\$550.00 3	:30	5	1	F,M-TH	4P-430P	\$2,750.00	5	
10		KRQE NWS13-430	10/19-10/25	\$550.00 3	:30	5	1	F,M-TH	430P-5P	\$2,750.00	5	
11		KRQE NWS13-530<	10/19-10/25	\$1,000.00 2	:30	5	1	F,M-TH	530P-6P	\$5,000.00	5	
12		JEOPARDY	10/19-10/25	\$1,400.00 2	:30	2	1	F,M-TH	6P-630P	\$2,800.00	2	
13		KRQE NEWS-10	10/19-10/25	\$2,000.00 2	:30	5	1	F,M-TH	10P-1030P	\$10,000.00	5	
14		KRQE NEWS-10	10/20-10/27	\$700.00 3	:30	1	2	SA	10P-1030P	\$1,400.00	2	

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product TEN DAYS REF NM NOW
Estimate# 312
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/103/312
Flight Dates 10/19/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		KRQE NEWS-10	10/21-10/28	\$1,600.00	2:30	1	2	SU	10P-1030P	\$3,200.00	2	
16		KRQE NW13-MRN2	10/26-10/26	\$200.00	3:30	1	1	F	6A-7A	\$200.00	1	
17		CBS THS MRNG-2<	10/22-10/23	\$150.00	3:30	2	1	M-TU	7A-9A	\$300.00	2	
18		DOCTORS	10/26-10/26	\$200.00	2:30	1	1	F	9A-10A	\$200.00	1	
19		LETS-DEAL1-CBS/LETS-DEAL2-CBS	10/26-10/26	\$250.00	3:30	1	1	F	10A-11A	\$250.00	1	
20		PRICE-RT 1-CBS/PRICE-RT 2-CBS	10/26-10/26	\$600.00	2:30	1	1	F	11A-12P	\$600.00	1	
21		KRQE NW13-NOON	10/26-10/26	\$275.00	3:30	1	1	F	12P-1230P	\$275.00	1	
22		DR. PHIL	10/26-10/26	\$175.00	3:30	1	1	F	3P-4P	\$175.00	1	
23		KRQE NWS13-4P	10/26-10/26	\$550.00	2:30	1	1	F	4P-430P	\$550.00	1	
24		KRQE NWS13-430	10/26-10/26	\$550.00	2:30	1	1	F	430P-5P	\$550.00	1	
25		KRQE NWS13-530<	10/26-10/26	\$1,000.00	2:30	1	1	F	530P-6P	\$1,000.00	1	
26		KRQE NEWS-10	10/26-10/26	\$2,000.00	2:30	1	1	F	10P-1030P	\$2,000.00	1	

---REPORT TOTALS---

Report Totals: 80 / \$45,600.00

---SALES MONTHLY TOTALS---

EC'd Yes Last Received: 10/04/2012 3:51 PM Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.
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 Buyer Betsy Vonderheid
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 201 NORTH UNION STREET, SUITE 200
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 Flight Dates 10/19/2012 - 10/28/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Sales Totals: 80 / \$45,600.00
 Station Totals: 80 / \$45,600.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$108,571

CABL 0%	KASA 0%	KASY 0%	KBIM 0%	KOAT 27%
KOB 31%	KRQE 42%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE	Date: 10/17/12
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I, B Vonderheid
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges: \$59,650

This broadcast time will be used by: Reform New Mexico Now

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>	
---	--

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/17/12 *Betsy Vanderheid* 703-683-9755

 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.